

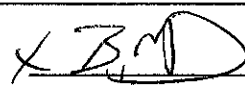
BENNY YERUSHALMI for State Senate

Author: Kevin Goodell

Proposal ID: 723
 Schedule Date: 9/4/2012 - 11/6/2012
 Advertiser: BENNY YERUSHALMI
 Spot Length(s): :30

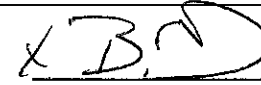
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Flight Dates: 10/1/2012-11/6/2012

Program Time	SpotLength(s)	OC 1	OC 8	OC 15	OC 22	OC 29	DMA P18+ RTG	Wk s	Rate Spots
KSNV									
JEOPARDY/WHEEL	:30	3	3	3	4	--	p3.6	4	\$400.00
GRPs/Impressions							46.8		13
CPP/CPM							\$111.11		
Mo-Fr 6:30p-7:30p									
FOOTBALL NIGHT IN AMERICA	:30	1	1	1	1	1	p4.6	5	\$900.00
GRPs/Impressions							23		5
CPP/CPM							\$195.65		
Sun 4:00p-5:30p									
KSNV Totals		4	4	4	5	1			\$9,700.00
							GRP/(000)		Spts: 18
							CPP/CPM:		
							Reach:		
							Frequency:		
Approved by: 									

4Q12 General Summary (DMA P18+ D.RTG)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	E.Reach	N.Reach	Pop
KSNV	18	\$9,700	69.8	1020.8	\$138.97	\$9.50	34.9	2.0	15.2	516,301	1,479,674

NET: \$14,811.25	Approved by: 
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General Summary (DMA P18+ D.RTG)

Name	Spot	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	Eff Reach	Net Reach	Pop
KSNV	33	\$17,425.00	125.6	1821.7	\$138.73	\$9.57	53.4	2.4	27.0	790,010	1,479,674

FOOTBALL NIGHT IN AMERICA IN
 LAST 30 MINUTES OF SHOW
 HOPEFULLY LAST COMMERCIAL BREAK